

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 05 (California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12588.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



| | |
|---|---|
| Name and Address of Commercial Fundraiser: <u>258</u> PUBLIC INTEREST COMMUNICATIONS, INC. Name of commercial fundraiser 7700 LEESBURG PIKE, SUITE 301 NORTH Address of commercial fundraiser FALLS CHURCH, VA 22043 City, State, and ZIP Code | Name and Address of Charitable Organization: CT No. <u>25759</u> F.E.I.N. No. <u>23-7321017</u> Brady Campaign To Prevent Gun Violence Name of charity 1225 I Street NW, Suite 1100 Address of charity Washington, DC 20005 City, State, and ZIP code of charity |
|---|---|

Figures from (check one): National Campaign ☒ California Campaign ☐

TELEMARKETING

(Type of activity)

held (on) (from)

July 1, 2004 to June 30, 2005
(Date of dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation _____

1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. _____
b. _____
c. _____
d. _____

140,938 A.
____ B.
____ C.
____ D.
____ E.
____ Fa.
____ Fb.
____ Fc.
____ Fd.

G. TOTAL REVENUE

140,938 a.

2. EXPENSES

(SEE ATTACHED)

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. _____
b. _____
c. _____
d. _____

____ A.
____ B.
____ C.
____ D.
____ E.
____ F.
____ G.
____ H.
____ I.
____ J.
____ K.
____ L.
____ Ma.
____ Mb.
____ Ms.
____ Md.

N. TOTAL EXPENSES

51,301.20 N.

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20**

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2N from line 1G) 89,636.10
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) N/A
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 89,636.10
7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?
- ☐ Yes ☒ No If "yes" complete the following:

| Name of officer, director, partner or owner of commercial fundraiser | Name and address of charitable organization | Relationship of officer, etc. to charitable organization |
|--|---|--|
| | | |
| | | |
| | | |

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

**BRADY CAMPAIGN TO PREVENT GUN VIOLENCE
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 42,449.50

Campaign Expenses

| | |
|--------------------|-------------|
| Postal Verif. Fees | \$ 82.50 |
| Messenger Services | \$ 466.00 |
| Number Searching | \$ 1,168.20 |
| Postage | \$ 4,022.27 |
| Production | \$ 2,620.87 |
| State Registration | \$ 340.00 |
| Overnight Delivery | \$ 152.56 |

Total Campaign Expenses \$ 8,852.40

TOTAL FEES AND EXPENSES..... \$ 51,301.90